



Hidden Garden Steps:

FAQs/Information for New Volunteers

(Prepared by Amy Barach and Paul Signorelli)

FAQs/Information

What is the Hidden Garden Steps Project?

[Hidden Garden Steps](#), a project of [the San Francisco Parks Trust](#), is a community-based, public art initiative to create mosaic steps, a public garden, and a wall mural on 16th Avenue extending uphill from Kirkham to Lawton in the [Golden Gate Heights/Inner Sunset neighborhood](#).

The project is inspired by [the Moraga Mosaic Steps](#) created by artists [Colette Crutcher](#) and [Aileen Barr](#) who have now created the design for the 16th Avenue steps. Their vision for the Hidden Garden Steps will create a visual link between the two staircases and enhance the artistic atmosphere in the neighborhood. The project will enlist the support of families, youth, community service groups, and individuals throughout the community to create the tiled staircase.

How did this project come to be?

Hidden Garden Steps was developed out of community interest in enhancing and protecting the stairway and the surrounding area so that it becomes a beautiful gathering place consistent with the nature and spirit of our neighborhood. The project will address the graffiti and litter problem of [this secluded and aging staircase](#).

What tasks are involved in this project?

[The planning committee](#) has already completed initial tasks which lay the groundwork for the project. These have included work to:

- obtain agreement from the artists to design/apply the mosaic
- secure the San Francisco Parks Trust as partner and fiscal agent
- establish a project budget and a timeline for project completion
- consult with City and County of San Francisco Department of Public Works, an architect, and an engineer to determine required structural changes
- publicize the neighborhood project
- establish a core group of organizers and appropriate subcommittees (Fundraising, Marketing, Events Planning, and others) to oversee the various tasks involved in bringing the projection to completion

Continuing and future tasks include work to:

- finalize the contractual arrangement with the artists
- secure a reduced-cost contract with a contractual engineer to finalize structural changes
- obtain approval from the City and County of San Francisco for proposed structural plans
- develop additional materials to promote/publicize the project
- raise funds from individuals, businesses, and grant-giving foundations
- plan, execute, and staff marketing events to promote the project
- help assemble the mosaic design



What is the overall budget for the project?

Our total budget for the project is \$300,000. Of this total, \$102,000 represents payment to the artists for their design and project management, \$38,000 covers administrative costs (including city and fiscal agent fees), \$135,000 covers the costs for materials and construction, and \$25,000 is budgeted for miscellaneous project costs and maintenance of the construction. A detailed budget is available.

What is the timeline for the project?

<i>Task</i>	<i>Begin Date</i>	<i>End Date</i>
Initial Project Organization	2/1/2010	9/1/2010
Marketing	2/1/2010	7/31/2013
Secure S.F. Parks Trust as Fiscal Agent	4/1/2010	9/1/2010
Fundraising	11/1/2010	4/30/2013
Community Events	2/15/2011	4/30/2013
Wall Retention	2/1/2011	4/30/2011
Tile Assembly	4/1/2012	3/1/2013
Tile Installation	4/1/2013	6/30/2013
Garden Installation	5/1/2013	6/30/2013
Mural	6/1/2013	9/1/2013

How will the fundraising be structured?

Fundraising will be structured as donations given to fund [single tiles](#) or larger [multi-tiled elements](#). Single tiles are priced from \$150-\$1,000. [Multi-tiled elements are priced from \\$5,000-\\$15,000](#). Donations for tiles include the option of placing characters (i.e., names, etc.) on tiles. Higher priced tiles allow for more characters. In-kind donations (i.e., materials for the project or for marketing events) will also be solicited. We will obtain donations from individuals, businesses, and grant-giving foundations.

How will donations be processed?

As the fiscal agent for the project, the San Francisco Parks Trust (SFPT) provides the project with tax-exempt status and will receive and process all donations. Donors are able to mail in checks or credit card donations or donate on-line with a credit card. SFPT will charge a management fee of 5% for all funds raised and there is an additional fee for mailed credit card donations (5%) or online credit card donations (4%).

How will the mosaic, the mural, and the gardens be constructed and completed?

The first step in the project will be to fix an off-center section and adjoining small wall at the top of the steps. Under the direction of the artists, the mosaic tile designs will then be constructed by volunteers. Under the direction of the artists, professional tile setters will then apply the mosaic risers and grey tread tiles to the steps. The next step will be to paint the wall mural. The design and planting of the garden framing the stairway will be the final step of the project although we may start growing indigenous plants sooner for eventual planting.

What happens to donations if fundraising is not successful?

The success of the Moraga Steps project shows that fundraising can successfully be completed, and we fully expect to match that earlier effort by continuing until Hidden Garden Steps is finished. If the project were not completed, unexpended funds would be returned to donors.

How can I become involved?

Volunteers are integral to completion of this project and are warmly welcomed to assist with the tasks that are underway as well as by promoting the project by introducing others to the website and the social media presence outlined in the next paragraph. To learn more about volunteer opportunities, please contact us at hiddengardensteps@gmail.com.



How can I remain informed about the project?

The project [webpage](#) is updated on a regular basis. Updates are also provided through social media sites including [Facebook](#), a [LinkedIn](#) discussion group (“Hidden Garden Steps”), and on [Twitter](#) ([@gardensteps](#)).

For more information, please visit the project website: <http://hiddengardensteps.org>.

Latest update: January 26, 2011